Executive Certificate in Financial Modelling

Module 1: Introduction to Financial Modelling with Excel

Step-by-step Approach to Build Financial Models and Analyses

Date: 27-28 July, 2019 (Sat-Sun) (1.5 days)

Financial modelling is one of the core functions of finance and needs a specific set of skill to work with. If you want to excel in a finance career, it is something that you must know right from the start. Excel models are used in business valuation, business analysis and risk management. Being able to construct, understand and stress test models is an essential skill, whether you are in a buy side firm or sell side firm.

Led by a practitioner, you will learn the practical applications of the theoretical methodologies. You will blend accounting, finance, and Excel skills into the construction of a model.

Who Should Attend

- Individuals who are, or will be, involved in the construction, maintenance or use of financial models
- Practitioners working in the financial services industry (banking, insurance, consulting, research, asset management, wealth management, private equity, brokerage, sales & trading, investor relations, risk management, etc.)
- Executives who are working in the corporate/strategic development of a corporation or working in collaboration with finance department for achieving business outcome and enhancing financial performance
- Individuals seeking to enhance a past learning experience in finance and financial statement analysis

Workshop Leader

Marcus Chan is a seasoned investment banker with over 10 years of investment banking experience in transaction experience in corporate mergers and acquisitions, carve-outs and public takeovers in different regions and jurisdictions. He has advised middle market and large capitalization companies in a variety of sectors including financial services, natural resources, food and beverage, real estate, pulp and paper, natural resources, technology, media and telecommunications. Marcus graduated from University of Michigan, Ross School of Business. Currently Marcus serves as the Vice President for an entertainment and hospitality group. Prior to his current role, he was Vice President in the Mergers and Acquisitions Group with Deutsche Bank.

Other Advanced Courses Available

Check out modules on **Public Comparables and Discounted Cash Flow Analysis**, **Leveraged Buyout Analysis** and **Merger Analysis**.

Certificate of Attendance

All participants will be issued a certificate of attendance upon successful completion of this module.

Kaplan Certification

Kaplan awards an Executive Certificate in Financial Modelling upon successful completion of at least 3 financial modelling courses within a 12-month period.

For course details of module 3 & 4, please refer to Kaplan website.

Enquiries / Registration

G/F to 3/F, E-tech Centre, 402-406 Hennessy Road, Wan Chai (Causeway Bay MTR Exit A)
Tel: 852 2526 3686 Email: hkfmkt@kaplan.com
www.kaplan.com.hk

Customized / Corporate Solutions

Ada Lee
Tel: +852 2116 3172 Email: ada.lee@kaplan.com

Rowena Li
Tel: +852 2116 3183
Email: rowena.li@kaplan.com

KAPLAN

Teaching Language

English

Duration

9 hours

Venue

Kaplan E-Tech Centre Campus

Program Schedule

Registration	09:00am
Course begins	09:30am
Morning break	11:00am
Lunch break	12:30pm
(Course ends at 12.30pm on Day 2)	
Course resumes	02:00pm
Afternoon break	03:30pm
End	05:00pm

Program Outline

DAY 1

Introduction to Financial Modelling

- What is fundamental analysis?
- Financial model basics
- Key components of a financial model
- What makes a good model?

Excel Best Practices

- Formatting and layout of your model - make sure you know which numbers are actuals, estimates and assumptions
- Adding checks and preventing errors
- Circularity of the model

Overview of Key Financial Statements in a Model

- Understand the major components in a financial model
  - Key assumptions (e.g. revenues, costs and capex)
  - Financial statements (profit & loss ("P&L"), cash flow and balance sheet)
  - Supporting schedules

Construction of a Financial Model

- Build a financial model in EXCEL from scratch
- Establish historical performance of a company (P&L, cash flow and balance sheet)
- Project future performance of a company, including
  - Key assumptions
  - Financial statements
  - Supporting schedules
- Connect all schedules in the model and make it interactive

DAY 2

Fine-tuning Your Model

- What is a circular reference? How to control a circular reference?
- Make sure the model is "balanced"
- How to conduct a "sense check" on the model?

Utilizing the Completed Model

- Establish key outputs of a model
- Include different scenarios to the model

What To Bring

- PC Laptop with an English version of Microsoft Excel (MS Office Excel 2010 is used by presenter in class) and Adobe Acrobat Reader
  - If you need to hire a PC, please contact us and we will be happy to refer you to our preferred supplier. Extra cost applies.
  - Thinking of bringing a Mac? Many of the shortcuts and functions are not available. We highly recommend a PC and if Mac is your only option, please run Windows on your Mac.
- USB memory stick ability (for file sharing and distribution)
- Laptop charger
- External mouse

KAPLAN